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APPLICATION FOR PATENT

SCENTED SHOE SOLES

SCENTED SHOE SOLES

CROSS REFERENCE TO RELATED APPLICATION

This application claims the benefit of U.S. Provisional Patent Application Serial No. 60/463,653, filed April 17, 2003.

BACKGROUND OF THE INVENTION

The Prior Art shows numerous examples of patents being awarded for inventions where the addition of scent provides novelty to articles used in everyday living.

U.S. Patent Number 6,666,900 issued December 23, 2003, to Chandaria, discloses a Scented Firelog.

U.S. Patent Number 6,656,256 issued December 2, 2003, to Moreland, discloses Scented Jet Printer Ink.

U.S. Patent Number 6,430,764 issued August 13, 2002, to Peters, discloses an Herbal-Scented Pillow.

U.S. Patent Number 6,415,741 issued July 9, 2002, to Suchowski et al, discloses a Scented Chew Toy.

U.S. Patent Number 6,381,984 issued May 7, 2002, to Russo, et al, discloses Scented Jewelry.

U.S. Patent Number 6,357,260 issued March 19, 2002, to Lutz, discloses a Scented Bracelet Kit.

U.S. Patent Number 6,217,242 issued April 17, 2001, to Cote, discloses a Scented Writing Implement.

U.S. Patent Number 6,012,963 issued January 11, 2000, to Lee, discloses a Scented Doll Assembly.

U.S. Patent Number 5,826,598 issued October 27, 1998, to Meehan, discloses a Scented Hair Accessory.

U.S. Patent Number 5,817,385 issued October 6, 1998, to Stanislav, discloses a Scented Transferable Tattoo.

U.S. Patent Number 5,795,644 issued August 18, 1998, to Delarosa, discloses Scented Bubble Wrap.

U.S. Patent Number 5,779,519 issued July 14, 1998, to Oliver, discloses a Scented Fingernail File and Buffer.

U.S. Patent Number 5,110,584 issued May 5, 1992, to Medri et al, discloses Scented Nail Enamels.

U.S. Patent Number 5,077,102 issued December 31, 1991, to Chong, discloses a Scented Artificial Flower.

U.S. Patent Number 4,762,493 issued August 9, 1988, to Anderson, discloses Scented Crayons.

U.S. Patent Number 4,283,011 issued August 11, 1981, to Spector, discloses a Scented Sticker.

U. S. Patent Number 5,924,221 issued July 20, 1999, to Schuver et al, discloses footwear comprising a portion of fragrance releasing material that is affixed to the exterior of the footwear construction material(s). The material comprises "...a portion of fragrance releasing means attached to the exterior surface of the upper portion, the portion presenting a surface which may be scratched by a user." Schuver et al differs from the present invention in that in Schuver et al *does not* teach that *normal* use, as in the natural wear and tear of the footwear, serves to release scent(s) or fragrance(s); Schuver et al instead relies on the somewhat unnatural scratching manipulations disclosed in the 5,924,221 patent. Also in the present invention, the scenting means is intrinsic to at least one of the shoe sole material/formulation compound(s) comprising wear surfaces, as opposed to Schuver et al, where one embodiment shows that the scenting means is merely affixed to the exterior of the non-wearing surface of the shoe sole. Unlike the present invention, Schuver et al does not employ voids that are receptacles for plugs or inserts. The 5,924,221 patent is hereby incorporated by reference.

U.S. Patent Number 4,604,604 issued August 5, 1986, to Mann, discloses a material wear indicator for a brake lining or clutch pad, where one embodiment of the material wear indicator emits a colored smoke as a danger warning at a predetermined level of pad wear, with the pad being non-odorous or unscented until the occurrence of the dangerous wear condition of the pad. This teaching may be adapted to illustrate how a shoe sole may comprise smoking means as an entertaining or amusing visual effect, especially for younger shoe wearers. The 4,604,604 patent is hereby incorporated by reference.

U. S. Patent Number 6,050,007 issued April 18, 2000, to Angelieri et al, discloses activating and then inserting a tubular chemiluminescent light source into the bore of a translucent sole of a shoe, where the "glow stick" or "light stick" produces light that is seen through the translucent sole of the shoe, and thereby acts to illuminate the shoe. The illumination means rely on a chemical reaction, using light sticks that must be replaced, whereas the present invention does not "produce" light, nor does it comprise the use of a chemical reaction that produces light. The 6,050,007 patent is hereby incorporated by reference.

U.S. Patent Number 5,603,367 issued February 18, 1997 to Watenabe, teaches a method for producing a tread surface of a "slippage prevention" tire where the compound comprises sand, ceramic particles, and fiber reinforced resin particles. Also disclosed are prior art tire compounds comprising eggshells, metal pieces or walnut pieces. This teaching illustrates the addition of foreign materials to a tire material compound, and can be adapted to illustrate the addition of scent/fragrance and/or smoking means to shoe sole material/formulation compound. The 5,603,367 patent is hereby incorporated by reference.

U.S. Patent Number 6,334,974 issued January 1, 2002 to Chen, teaches dipping microporous plastics in fragrant oil to form fragrant grains, mixing the grains with polyolefin, and then injection-molding the mixture to form fragrant plastic containers. This teaching can be adapted to illustrate how the disclosed sole materials, finished sole,

or even novelty scented plugs or inserts, can be coated with or steeped in a scenting or fragrancng means. The 6,334,974 patent is hereby incorporated by reference.

U.S. Patent Number 3,991,802 issued November 16,1976 to Yokoda et al teaches a special metal studded tire. This teaching can be adapted to illustrate a shoe sole that is fashioned to accept plugs or inserts of the present invention in place of the metal studs installed in the tire disclosed in Yokoda et al. The 3,991,802 patent is hereby incorporated by reference.

U.S. Patent Number 5,845,797 issued December 8,1998 to Sudo et al, discloses a rubber plug for a drug vessel that "can be produced from a rubber plug-producing rubber composition by compression molding, transfer molding, injection molding, or the like". This teaching can be adapted to illustrate means on how the disclosed novelty scented plugs or inserts can be fabricated. The 5,845,797 patent is hereby incorporated by reference.

U.S. Patent Number 5,957,136 issued September 28, 1999 to Magidson et al, teaches "the earplug of the present invention can be fabricated by any suitable polymer molding techniques such as by injection molding." This teaching can be adapted to illustrate means on how the disclosed novelty scented plugs or inserts can be fabricated. The 5,957,136 patent is hereby incorporated by reference.

U.S. Patent Number 6,344,160 issued February 5, 2002 to Holzburg discusses metal casting processes such as sandcasting, permanent molding, diecasting, investment casting, shell molding, lost foam casting, and discusses the use of composite structural plastics to produce objects in place of equivalent metal parts. These teaching can be adapted to illustrate means on how the disclosed novelty scented plugs or inserts can be fabricated. The 6,344,160 patent is hereby incorporated by reference.

U.S. Patent Number 4,009,624 issued March 1, 1977 to Nishino, teaches an apparatus for mending a puncture in a tubeless vehicle tire using an unvulcanized rubber plug that is

installed, then vulcanized, and thus becomes integral with the vehicle tire. This teaching can be adapted to illustrate installing a novelty plug in a shoe during the manufacturing process. The 4,009,624 patent is hereby incorporated by reference.

SUMMARY OF THE INVENTION

The present invention involves scenting the shoe's sole material/formulation compound(s) with at least one novelty scent or fragrance. The term "novelty scented shoes" is herein defined as shoes comprising scented sole material/formulation compound(s).

In many scent related disclosures not having anything to do with the present invention, scent is used to mask offensive odors, such as room deodorizers. This is not the case with the present invention, where the unique aroma due to the novelty scent or fragrance added to the material/formulation compound is a salient, distinguishing, and marketable feature of the shoe comprising the novelty scented shoe sole, and may comprise any desired novelty scent or fragrance. The shoe comprising the novelty scented shoe sole gives off a unique aroma when the shoe is at rest, and when the shoe is in use. Friction, heat buildup, and wear due to use is an effective means of releasing the aroma; and wear of the novelty scented shoe sole serves to expose fresh surface area of the novelty scented material/formulation. Wear and tear of a given shoe has the greatest impact on the sole of the shoe, and it is this wear and tear aspect that enable special dynamics of the disclosed sole to emerge. For purposes of this disclosure, the term "novelty scented shoes" refers to shoes comprising novelty scented shoe soles.

The intended purpose of embellishing shoe soles with novelty scent or fragrance is to provide a marketable feature to end-users. For example, nine and ten year old girls could respond favorably, if not preferably, to athletic shoes that feature cherry or strawberry scented soles. A golfer could get a kick out of golf shoes that smell like turf, or better

yet, hundred dollar bills. The purpose of scent is to provide an additional reason for a given purchaser to select the scented product over another that isn't scented. A dream scenario for a manufacturer offering athletic shoes comprising novelty scented soles would be where a given purchaser struggles with whether to buy the vanilla scented shoes, versus the cherry scented shoes, versus the orange scented shoes, where said purchaser is totally ignoring a competitor's unscented athletic shoes.

Also, novelty scented shoes may incorporate any aroma, scent, or fragrance that show evidence of stimulating a buying behavior. One such aroma could comprise the use of citrus scents.

Novelty scented shoes could also provide a means of product differentiation for the manufacturer as well. For instance, a given shoe manufacturer tends to have at least several large nationwide retailers selling its products. Such a manufacturer can offer a given retailer a special distinguishing novelty scented shoe offering not available to the other retailers, without changing or compromising the performance features of the basic shoe design. Also, the manufacturer can choose to offer "limited editions" of shoes, such as doing limited runs of a new aroma for a given model of shoe at a given periodic interval. Furthermore, athletic shoe manufacturers vie for the "hottest" athletes, so in addition to offering an athlete humongous sums of money for an endorsement deal, a given manufacturer can offer a special shoe design to said athlete that also incorporates a particular scent or fragrance that especially appeals to the athlete. Assuming proper promotion in the retail environment, displaying scented shoes could result where countless shoppers can't resist stopping to smell the sample shoes, which could pull attention from the competition's unscented offerings. Scent gives potential shoe buyers a totally new means to interact with the product offering.

Also, any kind of pheromone or pheromones may be used in addition to, or in place of the novelty scent or fragrance agents in a novelty scented shoes. For example, pheromones that suggest or indicate the ability to attract members of a desired gender can be used in a given shoe, and could provide an incentive for purchase to a woman "on the

hunt” for a man. Such could also be useful in boots for the sportsman “on the hunt”, where the boot soles comprise a pheromone intended to attract wild game.

Pheromones that suggest or indicate the ability to induce a buying behavior can prove very useful, such as where shoes that incorporate one or more such pheromone(s), or combination of pheromone(s) and novelty scent or fragrance, can induce a buying behavior for the shoes themselves.

DETAILED DESCRIPTION OF THE INVENTION

The disclosed shoe comprises any footwear, such as any athletic or exercise shoes, any work or hunting boots, any casual shoe or casual boots, any dress shoe or dress boots, any open-toed shoes or sandals, any slippers, etc.

The scenting agent(s) for the novelty scented shoe soles may comprise any scent producing agent(s) such as those comprising, but not limited to, water, oil, or glycol soluble scents, in any range of scent or fragrance concentration that achieves the desired aesthetic result. The aroma of the scenting agent(s) may comprise any desired aroma, such as citrus scents (lemon, orange, etc.), fruity scents (coconut, cherry, etc.), spice scents (cinnamon, vanilla, etc.), to the earlier mentioned less usual scenting aromas (grass, money, etc.). Also, the scenting agent(s), as used in the novelty scented shoe soles, may comprise any kind(s) of pheromone(s) in place of, or in addition to, the abovementioned at least one novelty scent or fragrance.

Known construction materials for shoe soles comprise different types of rubber, treated leathers, and other materials synthetic in nature. The disclosed novelty scented shoe soles can comprise the use of any suitable construction materials.

The shoe soles may be scented or fragranced by any possible means, such as where at least one scent or fragrance is added as an ingredient to the shoe sole

material/formulation compound; or where the material/formulation compound is laced with encapsulated or microencapsulated scent(s) or fragrance(s), and/or pheromone(s), either with or without the basic material/formulation compound being scented itself; or even where a finished shoe sole, or the pre-fabrication sole material(s), such as leather or rubber sole material, is coated with or steeped in a scenting or fragrancing means, all of which, for purposes of this disclosure, are to be known as novelty scented sole material/formulation compounds.

In addition to where the novelty scented sole material/formulation compound is laced with non-encapsulated, encapsulated or microencapsulated scent(s) or fragrance(s), and/or pheromone(s), the novelty scented sole material/formulation compound could optionally comprise any smoking means that deploys or releases non-colored or colored smoke, where the deployment of said smoke acts as an entertaining or amusing visual effect, especially for younger shoe wearers. One means of doing this is by having one or more layers of smoke emitting material within the shoe sole itself, where the smoke deploys at certain wear levels. Another way to release colored or non-colored smoke is by employing any encapsulated means embedded in the material/formulation compound, where the encapsulated means uses capsules or microcapsules that rupture due to exposure and wear, thereby releasing non-colored/colored smoke. Smoke may be attained using any means, such as through a chemical reaction, or the release of a powder that deploys airborne particles. Such encapsulated means could be concentrated in a particular area of the sole material/formulation compound, or may be randomly distributed in the sole material/formulation compound, where the colored or uncolored smoke deploys at any given moment due to random wear, thereby adding an element of "surprise" to the wearer. It is possible in certain embodiments to have this smoke feature in addition to either scented or unscented sole material/formulation compounds.

Furthermore, it is disclosed as a possibility or option that a given shoe upper and/or sole can be colored in accordance to the scent of the shoe sole, such as a red colored cherry scented shoe upper and/or sole, or an orange colored orange scented upper and/or sole, a yellow colored banana scented upper and/or sole, etc. Additionally, a given pair of shoes

can comprise a mixed set, where each shoe in said given pair comprises a differently scented sole.

It is possible for a given shoe sole to comprise more than one shoe sole material/formulation compound, where the two or more sole material/formulation compounds comprise the same, similar, or different scents or fragrances, or where one or more unscented sole material/formulation compound(s) is in the presence of one or more scented sole material/formulation compound(s). For example, a given singular novelty scented shoe sole may comprise two or more sections either along the depth, and/or two or more sections either perpendicular to and/or parallel, on the wearable surface of said shoe sole, where at least one of the sections comprises novelty scented sole material/formulation compound, and where the sections comprising said novelty scented sole material/formulation compound might comprise the same, similar, or different scents. For example, the outside wearable surface layer of a given shoe sole could give off a musky aroma, which subsequently wears down to a middle layer that gives off a sea breeze aroma, which subsequently wears down to an inner layer that gives off a vanilla scent, where any or all three of the layers may or may not additionally release a pheromone. In another example comprising two exposed sections on the wearable surface of the shoe sole, one section can comprise an apple scent, while the other section that is side-by-side/parallel with the first section can comprise a vanilla scent, with the end result comprising a very dynamic intermingling of the two simultaneously wearing scented material surfaces.

Another means of scenting the shoe soles is to use novelty scented plugs or inserts. For the sake of disclosure, a novelty scented plug or insert may comprise pheromones in place of, or in addition to, novelty scent or fragrance; may comprise other attributes in addition to novelty scent or fragrance and/or pheromones, that will be discussed later; or may even comprise said other attributes in place of said novelty scent or fragrance and/or pheromones.

A novelty scented plug or insert can be installed on the disclosed shoe sole that comprises novelty scented material/formulation compound, and/or pheromones, or it may be installed on shoe soles not comprising any of the abovementioned attributes. What is important is that the shoe sole comprises at least one void anywhere on the surface of the sole where the void comprises a receptacle that is intended for and allows for the insertion of at least one novelty plug or insert. A clarification is in order here. While the term “anywhere on the surface” mostly pertains to the wearable surface of the shoe sole, a void *can* occur on a non-wearing surface of the sole, where the novelty scented plug exists to emit scent *sans* wear. Such would comprise a void or receptacle for a novelty plug or insert on the side of the sole, or even a void or receptacle *around* the non-wearing circumference of the entire shoe sole, and/or around the non-wearing circumference of the heel portion of the sole, and/or around the non-wearing circumference of the non-heel portion of the sole, any of which that are visible from above when the shoe is worn on the user’s foot. The void(s) can allow for, say, one or more scented and sparkly novelty plug(s) or insert(s) comprising one or more “O” ring(s) comprising novelty scented material/formulation compound, where a given “O” ring is elastic or semi-elastic, and perhaps has qualities similar to a rubber band or an elastic hair band that can be stretched on or off the sole of the shoe, and can be easily replaced at will.

In the case of a novelty plug or insert comprising an “O” ring around the non-wearing circumference of the sole, an end user can have a collection of “O” rings, where a given “O” ring comprises novelty scented material/formulation compound comprising one or more scent(s) or pheromone(s), one or more color(s), design(s), etc. that are interchangeable on a given pair of shoes. Such could be useful, say, on a pair of women’s black dress shoes, where an end user changes the “O” rings around the heel of the shoes to a color that matches a particular outfit, where the “O” rings also comprise a pheromone.

A given novelty scented plug or insert, and its corresponding void or receptacle can comprise any shape, design, directional orientation, size, or depth. Also, a plug or insert can comprise a shape that fills a void in the form of a groove, channel, or crevice

comprising any shape, design, design pattern, directional orientation, size, or depth. As suggested earlier, it is possible that a groove, channel, or crevice can be formed on the shoe sole to accommodate an elastic or inelastic novelty plug or insert comprising any embodiment of an “O” ring around any circumference of the shoe sole, or even in or on the wear surface of the sole itself. It may be desirable for a given void or receptacle to accommodate two or more novelty plugs or inserts, either along the depth of said void, side-by-side along/across the opening gap of said void, or both. Such could be useful in a situation where a singular novelty plug or insert comprising a smoking means (which will be disclosed) is situated beneath a singular novelty plug or insert comprising a pheromone.

The novelty scented plug may be scented using any of the means disclosed earlier for the scented material/formulation compound. The novelty scented plug or insert can comprise any color, or if desired, colors. The novelty scented plug or insert can comprise any material/formulation compound; however, the material/formulation compound that is ultimately used should be carefully considered, because if the material/formulation compound used for a novelty scented plug or insert, especially in the wearable surface, is too hard compared to the shoe sole material/formulation compound, excess noise and/or friction can result. If the material/formulation compound is too soft, then excess debris can get lodged in the material/formulation compound. While best bets for the novelty-scented plug or insert material/formulation compound are compounds similar, if not identical, to the material/formulation compounds used in the actual shoe sole. For the sake of disclosure, the novelty scented plugs or inserts can comprise material formulation/compounds identical to, similar to, or different from the material formulation/compound comprising the shoe sole.

The novelty scented material/formulation compound might also comprise novelty with regard to the appearance of the novelty plug or insert, which will be known as a novelty visual aspect. A novelty visual aspect comprises any unique or interesting appearance item or items. Such items may be reflective, refractive, sparkling, shining, holographic, jewel-like, pearlescent, fluorescent, glow-in-the dark, etc. For instance, the material

composition could comprise silver glitter, tiny glass reflective beads similar to those used in road signs, or day-glow fluorescent orange reflective material. The novelty visual aspect is does not “produce” light, nor does it comprise the use of a chemical reaction that produces light, both of which are disclosed in the 007 patent of Angelieri et al, which uses a chemiluminescent tube or “glow stick” to produce light that illuminates a translucent sole of a shoe.

The novelty scented plug or insert itself could also comprise a material composition that releases colored or non-colored smoke, especially if worn down to a given level, where, as mentioned earlier, the deployment of smoke acts as an entertaining or amusing visual effect. Also, the novelty scented plug or insert may use, in addition to, or in place of the material composition, any encapsulated means, where the encapsulated means uses capsules or microcapsules that rupture due to exposure and wear, thereby releasing non-colored/colored smoke. Smoke may be attained using any means, such as through a chemical reaction, or the release of a powder that deploys airborne particles.

A singular novelty scented plug or insert can be as simple or sophisticated as desired, and may comprise any one, or any combination or permutation comprising more than one, of the following attributes: at least one material compounds; at least one color; at least one novelty scent and/or fragrance; at least one pheromone; at least one novelty visual aspect; or at least one smoke releasing means.

The novelty scented plug or insert may comprise a plug or insert comprising multi-sectional construction, where a singular novelty plug or insert comprises two or more sections, where any one given section, or even two or more sections, can be oriented either along the depth of the novelty plug or insert, and/or along or across the surface area that is visible on the shoe sole after installation (where the two or more sections are side by side; or, where two or more sections are side by side, over top of a third section that is hidden underneath). Furthermore, any one given section can comprise any one, or any combination or permutation comprising more than one, of the following attributes: at least one material compound; at least one color; at least one novelty scent and/or

fragrance; at least one pheromone; at least one novelty visual aspect; or at least one smoke releasing means. The combinations are endless and versatile. For instance, a singular novelty plug or insert comprising two sections (a top and bottom section) along the depth can have a cherry scented *red* glitter section adjacent to the wear surface of a new shoe sole; then, when the sole and the novelty plug or insert both wear down, the bottom section of the novelty plug or insert comprising a lemon scented *yellow* glitter section is revealed. Likewise, the top section of a novelty plug or insert can comprise pink glitter that smells like bubblegum, or be just an unscented top section, that wears down to the abovementioned smoke releasing mechanism that gives off an orange smoke.

Making the novelty scented plugs or inserts may comprise solid plugs or inserts that are formed by any forming means including plugs or inserts that comprise any means of molding, casting, die cutting, extruding and cutting, molding and cutting, casting and cutting, etc. For example, a given plug or insert may be injection molded into the desired shape.

Similar means may be adapted to make multi-sectional novelty scented plugs or inserts. For example, the first such material comprising color/scent/pheromones/visual aspects/etc., can be placed in a mold and be subsequently covered by the second, third, etc., similar or different materials while still in the mold; or two or more materials can be inserted side-by-side in the mold, with or without being oriented on top of one or more additional materials in the mold; two or more materials can be placed side by side and/or layered on top of one another and then die-cut; or two or more materials can be placed side by side and/or layered on top of one another and extruded one or more times, and then cut.

Also with regard to the multi-sectional plug, two or more materials can be formed separately, and then joined, such as forming a cherry scented insert, and joining it with a capsule that releases a smoke releasing means when ruptured.

Also, novelty scented plugs or inserts may comprise semi-solids that are introduced into the void(s) or receptacle(s) using any void-filling means such as pouring, pumping,

injecting, spraying, etc., where the semi-solids subsequently dry and harden into a solid, much in the way glues or caulks do; or, may comprise semi-solids that are heated, and subsequently cool and harden, such as molten metals or hot glues. Multi-sectional novelty scented plugs or inserts using semi-solids may be attained by layering or combining different semi-solid materials, much in the same manner that solid multi-sectional plugs are configured, where said semi-solids are either layered or combined prior to being placed in the void(s) or receptacle(s), or where the semi-solids are layered or combined in the actual void(s) or receptacle(s).

Voids in the soles may occur using any void creating means. For example, in the case of an athletic shoe sole, such may be attained by having the void(s) molded along with the other design features of the sole during the manufacturing process, or the void(s) can be created by void creating means such as milling, drilling, etc. It is intended that a given novelty scented plug or insert is designed, or is able to be modified, to be inserted in a corresponding void or receptacle of the shoe sole by any possible inserting or installing means, either automatically by machine, or by hand with or without the use of tools. Also, it is intended that a given novelty scented plug or insert can be secured in the corresponding void or receptacle of the shoe sole using any securing means, whether said novelty scented plug or insert is glued in, pressure-fitted, heat set, screwed in, set using grooves or serrations on the plug and/or the shoe sole, held by elastic means, etc.

Installation may comprise any number and/or combination of different novelty scented plugs or inserts on a given shoe sole, where differences comprising a given novelty plug or insert can comprise any variation with regards to any one or more of the following: material compounds(s); color(s); novelty scent(s) and/or fragrance(s); pheromone(s); novelty visual aspect(s); smoke releasing means, single section construction versus multi-sectional construction, etc., where the use of different novelty scented plugs or inserts allows for the customization of said shoe sole to comprise endless variants and permutations. For example a singular shoe sole that comprises eight voids can have eight corresponding novelty plugs or inserts, where two of the novelty plugs or inserts are red sparkle cherry scented, two of the novelty plugs or inserts are white sparkle vanilla

scented, two of the novelty plugs or inserts are blue sparkle berry scented, with the remaining two of the of the novelty plugs or inserts comprising smoke releasing means.

The novelty scented plugs or inserts may be factory installed, or may be installed as an aftermarket item by aftermarket entities such as retailers, end users, etc. Novelty scented plugs or inserts can be made available and/or sold as a separately offered aftermarket item or items, to allow customization of the disclosed shoe sole comprising at least one void by aftermarket installers.

Aftermarket entities can install the scented plugs or inserts, or the semi-solid scented plug or insert material, on shoe soles that come supplied from the factory with one or more voids; or, aftermarket entities can install voids in any shoe sole by any void creating means, such as by milling or drilling the void(s) in the shoe sole. As mentioned earlier, shoe soles comprising voids for scented plugs or inserts may comprise scented or unscented friction material/formulation compound.

Also novelty scented plug or insert material that takes the form of semi-solids which harden, either by drying, or cooling, or both, can be made available to aftermarket entities in any kind of can, bottle, tube or similar vessel, such as tubes that use a caulk gun for expelling the semi-solid, or screw-top tubes or squeeze bottles, or cans similar to those used for paint. Also, such semi-solid material can already have scent/fragrance and/or pheromones, as well as color, visual aspects, encapsulated smoking means, etc., already mixed in, or scent/fragrance and/or pheromones/color/visual aspects/smoking means, etc. can be added to the semi-solid material that does not yet comprise such attributes by aftermarket entities.

Finally, it could possibly be desirable that a given novelty plug or insert be removed from the void of the disclosed shoe sole for whatever reason, such as after a plug comprising smoking means has deployed, and the end user wishes to install a new plug comprising smoking means. Any removing means may be contemplated as an antidote to overcome prior installation, even if such removing means are as basic as using tweezers, a drill or a

dremel tool to remove the novelty plug or insert, or remnants of a deployed novelty plug or insert comprising smoking means; however, removal may be as simple as where a novelty plug or insert comprising a scented and sparkly "O" ring around the circumference of the sole, and comprising qualities similar to a rubber band, is simply stretched and removed, and replaced just as easily.

Modifications and variations within the scope of the disclosure should be apparent to those skilled in the art.